

# ASHUTOSH PANDEY

WordPress & Frontend Developer

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## PROFESSIONAL SUMMARY

I'm a WordPress and frontend developer with over 6+ years of hands-on experience building websites that actually perform — fast to load, easy for clients to manage, and solid enough to hold up at enterprise scale. I've worked across oil & gas, education, beauty, food & beverage, and e-commerce. What I enjoy most is the full arc of a project — from the first wireframe conversation to the moment a site goes live and the client can update it themselves without calling me.

On the technical side, I'm strong on custom WordPress theme development, ACF-powered content architectures, WooCommerce, and Shopify. I care a lot about Core Web Vitals — I've taken several sites from red to green — and I'm equally comfortable deploying in cPanel as I am translating a Figma design into pixel-accurate code.

## WORK EXPERIENCE

### WordPress & Frontend Developer

Oct 2019 – Oct 2025

#### The Connect Hub — Jaipur, Rajasthan

- Delivered **20+ websites end-to-end** across enterprise, education, and e-commerce sectors — from requirements gathering and wireframing through frontend build, CMS setup, testing, and cPanel deployment.
- Reduced average page load time by **up to 40%** across 10+ projects using lazy loading, CDN integration, image compression, and asset minification; consistently achieved green Core Web Vitals scores via GTmetrix and Lighthouse.
- Architected **ACF-powered CMS interfaces** with custom post types and taxonomies, reducing client content update time by **60%** and enabling non-technical teams to self-manage campaigns independently.
- Converted **Figma designs into pixel-accurate, fully responsive WordPress themes** using HTML5, CSS3, JavaScript, Bootstrap, and PHP — maintaining cross-browser compatibility across Chrome, Firefox, Safari, and Edge.
- Built and optimised **WooCommerce and Shopify stores** with a focus on mobile-first product pages, streamlined checkout flows, and third-party payment gateway integrations.
- Integrated **WordPress REST API** for headless data delivery and custom plugin development, extending core CMS functionality for enterprise client requirements.
- Managed Git-based version control, SSL configuration, domain management, DNS, and cPanel hosting for all client deployments; handled website migrations across hosting environments.
- Acted as sole developer across all projects — **managed client relationships, technical scope, and delivery timelines independently**, equivalent to functioning as a full-stack agency team.

## KEY PROJECTS

**Tech Stacks:** WordPress, PHP, ACF, Rest API, Custom Post Types, WPBakery, Bootstrap, cPanel

### [Cairn India](#) — Enterprise Website | Oil & Gas

Led full WordPress development for one of India's largest oil & gas companies. Built a responsive frontend, integrated multi-department CMS with strict brand governance, and deployed to enterprise standards handling high traffic and frequent content updates.

### [Dalmia Bharat Group](#) & [Dalmia Sugar](#) — Corporate Websites

Revamped two large-scale corporate sites with SEO-friendly URL structures, scalable CMS, and structured content taxonomy. Dalmia Sugar comprised 25+ pages.

### [Spawake India](#) — Beauty Brand Website

Delivered a CMS-driven brand site enabling marketing teams to update campaigns and product pages independently — cutting update time by 60%. ACF field groups mapped directly to the brand design system.

### [Nuts Over Mutts](#) — Shopify E-commerce Store

Developed a high-performing Shopify store with custom Liquid theme, checkout optimisation, and mobile-first UX — resulting in measurably reduced cart abandonment.

### [Burger Singh](#) — Food & Beverage Website

Managed full design-to-deployment lifecycle for this nationally recognised F&B brand: wireframing, responsive frontend development, and mobile-first launch.

### [Aquaponics In India](#) — Course & Training Platform

Built a course-selling platform with content monetisation, enabling the client to generate revenue from digital courses directly through the site.

### [Sona Devi College & Intech](#) — Education & Industrial Websites

Delivered responsive, CMS-driven WordPress sites for education and industrial clients — structured for clear content hierarchy and easy ongoing self-management.

## TECHNICAL SKILLS

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<b>Frontend:</b>	HTML5, CSS3, JavaScript, jQuery, Bootstrap, Responsive Design, Cross-browser Compatibility, SASS/SCSS
<b>WordPress:</b>	Custom Theme Development, PHP, MySQL, ACF, Custom Post Types, REST API, Elementor, Gutenberg, WP CLI, Plugin Development
<b>E-commerce:</b>	WooCommerce, Shopify (Liquid Templating), Checkout Optimisation, Payment Gateway Integration, Mobile-first Product Pages
<b>Performance:</b>	Core Web Vitals (LCP, CLS, FID), GTmetrix, Google Lighthouse, PageSpeed Insights, Lazy Loading, CDN Integration, Asset Minification
<b>SEO &amp; Analytics:</b>	Yoast SEO, Rank Math, Google Analytics 4, Google Search Console, Technical SEO, Structured Data
<b>DevOps &amp; Tools:</b>	Git, cPanel/WHM, Website Migration, SSL, DNS Management, Cloudflare, Figma, Adobe Photoshop

## EDUCATION

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<b>M.Sc — Computer Science</b> Maharishi University, Lucknow	2017 – 2019
<b>B.Sc — Mathematics</b> University of Lucknow, Lucknow	2013 – 2016

## KEY ACHIEVEMENTS

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- Delivered enterprise-grade websites for **Cairn India** and **Dalmia Bharat Group** — one of very few independent developers with multi-conglomerate enterprise credentials.
- Consistently achieved **40% page load time reductions** and green Core Web Vitals scores across 10+ production sites using systematic performance audit methodology.
- Enabled non-technical teams at Spawake India and Dalmia Sugar to self-manage digital content, reducing developer dependency by **60%** and saving an estimated 8+ hours/week per client.
- Managed full-lifecycle delivery of **20+ websites solo** — encompassing business requirements, UX wireframing, frontend development, CMS architecture, performance optimisation, and production deployment.